



VideolIndiana, Inc.
1000 N. Meridian Street
Indianapolis, IN 46204

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 102905
Schedule Dates 09/25/12-10/08/12
Advertiser Mike Pence for Indiana (9082)
Agency Strategic Media Placement (3256)
Product Political/Governor (1126)
Brand REP/GOVERNOR (2757)
Salesperson Click, Steve (1579)
Sales Office WTHR
Buyer Name EVERSON, WHITNEY
Phone/Fax /
CPE 2716 PENCE/GOV/R
Account Types National/Political Candidate
Billing Type Standard
Comments PENCE/GOV/R

Date Entered 09/24/12
Last Modified 09/24/12
Entered By Nancy Lavelly
CO-OP No
Headline # ECR07906107
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,595.00
Net Total \$48,705.00
Sales Tax

WTHR (WTHR)
By Broadcast Month
Sep. 2012 34 \$27,750.00
Oct. 2012 43 \$29,550.00
Grand Total: 77 \$57,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/25/12-09/28/12	2	:30	5A-5:30A (EST)	2		X	X	X	X			2	\$300.00	\$600.00	WTHR (WTHR)	5-5:30A SUNRISE	9/24/12
2.0	Normal Line / SPOT (2)	09/25/12-09/28/12	3	:30	6A-7A (EST)	3		X	X	X	X			3	\$500.00	\$1,500.00	WTHR (WTHR)	6-7A SUNRISE	9/24/12
3.0	Normal Line / SPOT (3)	09/25/12-09/28/12	3	:30	7A-9A (EST)	3		X	X	X	X			3	\$450.00	\$1,350.00	WTHR (WTHR)	7-9A TODAY	9/24/12
4.0	Normal Line / SPOT (4)	09/30/12-09/30/12	3	:30	10A-11A (EST)	1							X	1	\$450.00	\$450.00	WTHR (WTHR)	10-11A MEET THE PRESS	9/24/12
5.0	Normal Line / SPOT (5)	09/27/12-09/27/12	3	:30	2P-3P (EST)	1				X				1	\$200.00	\$200.00	WTHR (WTHR)	2-3P DR OZ	9/24/12
6.0	Normal Line / SPOT (6)	09/25/12-09/28/12	2	:30	3P-4P (EST)	1		X	X	X	X			1	\$400.00	\$400.00	WTHR (WTHR)	3-4P ELLEN	9/24/12
7.0	Normal Line / SPOT (7)	09/25/12-09/28/12	4	:30	4P-5P (EST)	3		X	X	X	X			3	\$350.00	\$1,050.00	WTHR (WTHR)	4-5P DR PHIL	9/24/12
8.0	Normal Line / SPOT (8)	09/25/12-09/28/12	2	:30	6P-6:30P (EST)	4		X	X	X	X			4	\$1,200.00	\$4,800.00	WTHR (WTHR)	6-6:30P EARLY NEWS	9/24/12
9.0	Normal Line / SPOT (9)	09/25/12-09/28/12	2	:30	7P-7:30P (EST)	3		X	X	X	X			3	\$1,000.00	\$3,000.00	WTHR (WTHR)	7-7:30P WHEEL	9/24/12
10.0	Normal Line / SPOT (10)	09/25/12-09/28/12	2	:30	7:30P-8P (EST)	2		X	X	X	X			2	\$1,100.00	\$2,200.00	WTHR (WTHR)	7:30-8P JEOPARDY	9/24/12
11.0	Normal Line / SPOT (11)	09/25/12-09/29/12	2	:30	11P-11:35P (EST)	5		X	X	X	X	X		5	\$1,400.00	\$7,000.00	WTHR (WTHR)	11-11:35P LATE NEWS	9/24/12
12.0	Normal Line / SPOT (12)	09/29/12-09/29/12	2	:30	6A-7A (EST)	1						X		1	\$300.00	\$300.00	WTHR (WTHR)	6-7A SUNRISE	9/24/12
13.0	Normal Line / SPOT (13)	09/30/12-09/30/12	3	:30	6A-7A (EST)	1							X	1	\$150.00	\$150.00	WTHR (WTHR)	6-7A SUNRISE	9/24/12
14.0	Normal Line / SPOT (14)	09/30/12-09/30/12	3	:30	7A-8A (EST)	1							X	1	\$250.00	\$250.00	WTHR (WTHR)	7-8A SUNRISE	9/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"Station does not discriminate in the sale of advertising time, and will not accept advertising which is placed with the intent to discriminate on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate, or has the effect of discriminating, on the basis of race or ethnicity, is hereby declared null and void."



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Advertiser Mike Pence for Indiana (9082)
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Product Political/Governor (1126)
Brand REP/GOVERNOR (2757)
Salesperson Click, Steve (1579)
Sales Office WTHR
Buyer Name EVERSOL, WHITNEY
Phone/Fax /
CPE 2716 PENCE/GOV/R
Account Types National/Political Candidate
Billing Type Standard
Comments PENCE/GOV/R

Date Entered 09/24/12
Last Modified 09/24/12
Entered By Nancy Lavelly
CO-OP No
Headline # ECRO7906107
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,595.00
Net Total \$48,705.00
Sales Tax

WTHR (WTHR)		
By Broadcast Month	Spots	Rate
Sep. 2012	34	\$27,750.00
Oct. 2012	43	\$29,550.00
Grand Total:	77	\$57,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT (15)	09/30/12-09/30/12	2	:30	8A- 9A (EST)	1							X	1	\$450.00	\$450.00	WTHR (WTHR)	8-9A TODAY	9/24/12
16.0	Normal Line / SPOT (16)	09/30/12-09/30/12	3	:30	9A- 10A (EST)	1							X	1	\$250.00	\$250.00	WTHR (WTHR)	9-10A SUNRISE	9/24/12
17.0	Normal Line / NFL (17)	09/30/12-09/30/12	3	:30	8:15P- 11:30P (EST)	1							X	1	\$3,800.00	\$3,800.00	WTHR (WTHR)	8:15-11:30P NFL FOOTBALL	9/24/12
18.0	Normal Line / SPOT (18)	10/01/12-10/05/12	4	:30	5A- 5:30A (EST)	3	X		X		X			3	\$175.00	\$525.00	WTHR (WTHR)	5-5:30A SUNRISE	9/24/12
19.0	Normal Line / SPOT (19)	10/02/12-10/05/12	4	:30	6A- 7A (EST)	4	X	X	X	X	X			4	\$500.00	\$2,000.00	WTHR (WTHR)	6-7A SUNRISE	9/24/12
20.0	Normal Line / SPOT (20)	10/01/12-10/03/12	4	:30	7A- 9A (EST)	2	X		X					2	\$400.00	\$800.00	WTHR (WTHR)	7-9A TODAY	9/24/12
21.0	Normal Line / SPOT (21)	10/07/12-10/07/12	4	:30	10A- 11A (EST)	1							X	1	\$350.00	\$350.00	WTHR (WTHR)	10-11A MEET THE PRESS	9/24/12
22.0	Normal Line / SPOT (22)	10/01/12-10/05/12	3	:30	2P- 3P (EST)	3	X		X		X			3	\$400.00	\$1,200.00	WTHR (WTHR)	2-3P DR OZ	9/24/12
23.0	Normal Line / SPOT (23)	10/02/12-10/04/12	3	:30	3P- 4P (EST)	2	X		X		X			2	\$400.00	\$800.00	WTHR (WTHR)	3-4P ELLEN	9/24/12
24.0	Normal Line / SPOT (24)	10/02/12-10/05/12	3	:30	4P- 5P (EST)	3	X		X		X			3	\$550.00	\$1,650.00	WTHR (WTHR)	4-5P DR PHIL	9/24/12
25.0	Normal Line / SPOT (25)	10/01/12-10/05/12	3	:30	6P- 6:30P (EST)	4	X	X	X	X	X			4	\$1,200.00	\$4,800.00	WTHR (WTHR)	6-6:30P EARLY NEWS	9/24/12
26.0	Normal Line / SPOT (26)	10/01/12-10/03/12	3	:30	7P- 7:30P (EST)	2	X		X		X			2	\$1,000.00	\$2,000.00	WTHR (WTHR)	7-7:30P WHEEL	9/24/12
27.0	Normal Line / SPOT (27)	10/02/12-10/02/12	3	:30	7:30P- 8P (EST)	1	X							1	\$1,100.00	\$1,100.00	WTHR (WTHR)	7:30-8P JEOPARDY	9/24/12
28.0	Normal Line / SPOT (28)	10/02/12-10/06/12	4	:30	11P- 11:35P (EST)	5	X	X	X	X	X			5	\$700.00	\$3,500.00	WTHR (WTHR)	11-11:35P LATE NEWS	9/24/12

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Salesperson Click, Steve (1579)
Sales Office WTHR
Buyer Name EVERSON, WHITNEY
Phone/Fax /
CPE 2716 PENCE/GOV/R
Account Types National/Political Candidate
Billing Type Standard
Comments PENCE/GOV/R

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Last Modified 09/24/12
Entered By Nancy Laveley
CO-OP No
Headline # ECR07906107
Demo A35+
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Package Deal
Commission % 15.00
Commission \$8,595.00
Net Total \$48,705.00
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By Broadcast Month
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29.0	Normal Line / SPOT (29)	10/01/12-10/01/12	3	:30	8P-10P (EST)	1	X							1	\$3,000.00	\$3,000.00	WTHR (WTHR)	6-10P THE VOICE	9/24/12
30.0	Normal Line / SPOT (30)	10/06/12-10/06/12	3	:30	6A-7A (EST)	1						X		1	\$300.00	\$300.00	WTHR (WTHR)	6-7A SUNRISE	9/24/12
31.0	Normal Line / SPOT (31)	10/07/12-10/07/12	4	:30	6A-7A (EST)	1							X	1	\$150.00	\$150.00	WTHR (WTHR)	6-7A SUNRISE	9/24/12
32.0	Normal Line / SPOT (32)	10/07/12-10/07/12	4	:30	7A-8A (EST)	1							X	1	\$300.00	\$300.00	WTHR (WTHR)	7-8A SUNRISE	9/24/12
33.0	Normal Line / SPOT (33)	10/07/12-10/07/12	3	:30	8A-9A (EST)	1							X	1	\$500.00	\$500.00	WTHR (WTHR)	8-9A TODAY	9/24/12
34.0	Normal Line / SPOT (34)	10/07/12-10/07/12	4	:30	9A-10A (EST)	1							X	1	\$350.00	\$350.00	WTHR (WTHR)	9-10A SUNRISE	9/24/12
35.0	Normal Line / NFI (35)	10/07/12-10/07/12	4	:30	8:15P-11:30P (EST)	1							X	1	\$2,500.00	\$2,500.00	WTHR (WTHR)	8:15-11:30P	9/24/12
36.0	Normal Line / SPOT (36)	10/08/12-10/08/12	3	:30	5A-5:30A (EST)	1	X							1	\$250.00	\$250.00	WTHR (WTHR)	5-5:30A SUNRISE	9/24/12
37.0	Normal Line / SPOT (37)	10/08/12-10/08/12	3	:30	6A-7A (EST)	1	X							1	\$850.00	\$850.00	WTHR (WTHR)	6-7A SUNRISE	9/24/12
38.0	Normal Line / SPOT (38)	10/08/12-10/08/12	3	:30	2P-3P (EST)	1	X							1	\$400.00	\$400.00	WTHR (WTHR)	2-3P DR OZ	9/24/12
39.0	Normal Line / SPOT (39)	10/08/12-10/08/12	3	:30	6P-6:30P (EST)	1	X							1	\$1,200.00	\$1,200.00	WTHR (WTHR)	6-6:30P EARLY NEWS	9/24/12
40.0	Normal Line / SPOT (40)	10/08/12-10/08/12	3	:30	7P-7:30P (EST)	1	X							1	\$1,000.00	\$1,000.00	WTHR (WTHR)	7-7:30P WHEEL	9/24/12
41.0	Normal Line / SPOT (41)	10/08/12-10/08/12	4	:30	4A-4:30A (EST)	1	X							1	\$25.00	\$25.00	WTHR (WTHR)	4-4:30A TODAY	9/24/12

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